

# Privacy Policy

This privacy policy covers BSMS Inc. web sites ((<https://peer-leader.com>; <https://peer-bbs.com>; [www.behavioural-safety.com](http://www.behavioural-safety.com))). We are providing this policy to demonstrate our commitment to our users' privacy.

## Collecting and Using Your Personal Information

The type of personal information which we may collect includes user names and e-mail address. The amount of personal information that you might be required to supply is limited to that which is necessary to supply the service or carry out the transaction that your or your company has requested.

Any personal information we collect from you will be used by B-Safe Management Solutions Inc. (BSMS) to provide the service or carry out the transaction you or your company have requested or authorized. This may include using the personal information for the following purposes:

- To provide you with important information about the product or service that you are using, including critical updates and notifications;
- To make the site or service easier to use by eliminating the need for you to repeatedly enter the same information or by customizing the site or service to your particular interests or preferences;
- To improve the product or service and to provide better customer service to users.

BSMS does not sell, rent or lease its customer lists or user details to third parties.

BSMS may disclose personal information if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on BSMS or the site; (b) protect and defend the rights or property of BSMS and, (c) act in urgent circumstances to protect the personal safety of users of BSMS software, its Web site, or the public.

## Security of Your Personal Information

BSMS carefully protects the security of the personal information you provide. Personal information we collect is stored in password-controlled servers with limited access, and we protect this information from loss or misuse, and from unauthorized access, disclosure, alteration, or destruction.

## Cookies

A cookie is a piece of data stored on the user's computer tied to information about the user. BSMS may automatically receive and record data on our servers from visitor browsers including computer IP (Internet Protocol) addresses and other information through the use of cookies. This information may be collected about thousands of site visits and analyzed as a whole. This analysis will look for trends among visitors to BSMS websites (<https://peer-leader.com>; <https://peer-bbs.com>; [www.behavioural-safety.com](http://www.behavioural-safety.com)) and determine which parts of the site are accessed most frequently and what information visitors find most valuable.

We may also collect and record information about what you viewed on our Web site. We may use this type of information to provide better service to you.

## Links

If this Web site provides links to sites and services operated by other companies or organizations, we encourage you to review the privacy statements of those sites and services that you choose to visit, so that you can understand how they may collect, use and share your personal information. We

are not responsible for the privacy statements or practices of sites and services controlled by other companies or organizations.

#### **Use of Web Site by Children**

This site is intended for use by persons over the age of 18. BSMS does not seek to cater for or collect information from or about children. BSMS encourages parents to take an active role in their children's use of the Internet, and to inform them of the potential dangers of providing information about themselves over the Internet.

#### **Notification of Changes**

If we decide to change our privacy policy, we will post those changes on this page, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We will use information in accordance with the privacy policy under which the information was collected.